

**MEMORANDUM OF AGREEMENT
BETWEEN THE
UNITED STATES AND FOREIGN COMMERCIAL SERVICE,
INTERNATIONAL TRADE ADMINISTRATION,
U.S. DEPARTMENT OF COMMERCE
AND
TRADE SHOW ORGANIZER**

INTERNATIONAL BUYER PROGRAM

October 1, 2006 – December 31, 2007

I. PARTIES

This constitutes an agreement between the United States and Foreign Commercial Service (hereinafter referred to as the Commercial Service or USCS), International Trade Administration (ITA) of the U.S. Department of Commerce (DOC), and _____, hereinafter referred to as the Show Organizer, for export promotion activities to be undertaken by the USCS Office of Trade Event Programs, Global Trade Programs (formerly Export Promotion Services), and the Show Organizer under the International Buyer Program (IBP).

S A M P L E

II. AUTHORITIES

The Commercial Service has the authority to engage in this project with the Show Organizer under:

- (1) The Mutual Educational and Cultural Exchange Act (MECEA) of 1961, (22 U.S.C. Sections 2455(f) and 2458 (c)), as incorporated into ITA's annual appropriations act, Public Law _____.
- (2) 15 U.S.C. Sections 4721 and 4724, which, respectively, provide that the Commercial Service shall promote U.S. exports, particularly by small- and medium-size enterprises (SMEs), and authorizes the Department of Commerce to provide assistance to trade shows in the United States.

III. PURPOSE

Pursuant to this agreement, the parties will cooperate to promote the success of the International Buyer Program. The IBP was established to promote U.S. exports by bringing international buyers together with U.S. firms through promoting leading U.S. trade shows in industries with high export potential. The International Buyer Program benefits U.S. firms exhibiting at selected events and provides practical, hands-on assistance such as export counseling and market analysis to U.S. companies interested in exporting.

IV. RESPONSIBILITIES OF THE PARTIES

1. Specific Responsibilities of the Department of Commerce :

For each International Buyer Program Show, the Commercial Service will:

- (a) Designate a Project Officer as a central contact to work with the Show Organizer on all aspects of promotion abroad and international buyer assistance at the show. The Project Officer will work closely with the Show Organizer's contact to develop an overall promotional plan and timetable to promote the event.
- (b) Advise and work closely with all interested U.S. Embassies and Consulates to encourage maximum trade show promotion, and exposure for those exhibitors indicating export interest.
- (c) Promote industry trade show international attendance through announcements in media available to the targeted international audiences, (e.g., regional and embassy commercial newsletters, and Commercial Service websites).
- (d) Provide the Show Organizer with a functional floor plan of a DOC-designed hard panel system International Business Center (IBC), including furniture requirements, DOC office, conference rooms, lounge area, storage area, and relevant equipment.
- (e) Upon request, provide the Show Organizer with samples of multi-language brochures from previous shows. Provide in electronic format (e.g., Excel® spreadsheet), up-to-date U.S. Embassy and Consulate addresses for mailings, and e-mailings, and if needed, U.S. Government shipping instructions. Coordinate requests for quantities of multi-language brochures required by international posts.
- (f) Provide the Show Organizer, in electronic format, promotional articles about the International Buyer Program, the Commercial Service and the services available to U.S. exhibitors and international visitors at the International Business Center. Coordinating with the Show Organizer, and using the most effective medium (e-mail, fax, postal letter), communicate to all U.S. exhibitors at least one month before the show to promote the IBC and the benefits of the Program.
- (g) Request Commercial Service domestic field units to provide export counseling or specific marketing information to those U.S. firms exhibiting at the show that have indicated a need for such counseling before, during and after the show.
- (h) Give permission to the show organizer for the use of the IBP and USCS logo on those materials (printed and electronic) promoting the above-named event as well as at the event itself, such use being in all cases subject to prior approval by the IBP Project Officer.
- (i) Provide a final show report to the Show Organizer not later than 120 days after the show. This report will be based on data collected by the Show Organizer as well as any post reports reflecting IBP results.
- (j) Provide at the show site:
 - (1) At least one Project Officer who will provide primary management of the IBC, facilitate matching international buyers with exhibiting U.S. companies, and inform U.S.

companies about U.S. Department of Commerce products and services and other government export assistance programs;

- (2) Two additional support staff versed in international trade to assist with IBC activities. Where possible, at least one shall be Trade Specialist from a Commercial Service Office and the other an Industry Specialist who will be available during the show to provide additional export counseling;
- (3) Export counseling at the IBC to U.S. exhibitors;
- (4) Assistance to international buyers to help meet their purchasing and representation objectives during the show;
- (5) Commercial Service staff to participate, if appropriate, in special export promotion events specifically aimed at new-to-market and new-to-export firms exhibiting at the trade show.

Note: Any export-related seminars offered at the show should be coordinated with the IBP Project Officer who will provide assistance in planning, selection of speakers, execution, etc.

2. Specific Responsibilities of the Show Organizer:

The Show Organizer will:

- (a) Designate an official authorized to work with the International Buyer Program Project Officer on all aspects of the show promotion as well as a contact during the show to assist with international visitor information and product referral (matchmaking services). The Show Organizer agrees to keep the DOC Project Officer informed of all public and/or private co-sponsors or cooperating entities engaged or active in the international promotion, and agrees to provide coordination between such organizations and the IBP.
- (b) Produce and distribute a multi-language promotional brochure in five or more languages, preferably to be made available in both print and electronic versions: the former in quantities specified by the Project Officer for international distribution and the latter made available on the Show Organizer's show promotion website, in the "International" section. A draft of the brochure must be approved by the Project Officer prior to printing and include the CS logo and information on the International Buyer Program and the services available for the international buyer. These brochures should be printed not less than six months prior to the show in order to maximize the international promotional effort. "Such use of the CS logo shall include the registered trademark symbol (®) and the brochure shall include the following notice, "The Commercial Service logo is a registered trademark of the U.S. Department of Commerce, used with permission."
- (c) Produce a one-page advertisement promoting the show in print and electronic versions to be placed in Embassy print and electronic newsletters or other publications. The advertisement should be approved by the Project Officer, have the CS logo prominently and appropriately displayed, and refer international firms to "the Commercial Section of the nearest U.S. Embassy or Consulate" for more information on the show. "Such use of the CS logo shall include the

registered trademark symbol (®), and the advertisement shall include the following notice, “The Commercial Service logo is a registered trademark of the U. S. Department of Commerce, used with permission.”

- (d) Provide to all Embassies and Consulates worldwide, preferably in Excel® format, the names, titles, company names, and full contact information, including e-mail addresses, of international attendees to the most recent show, sorted by country, to enable the IBP promotional campaign to reach those previous attendees. If practicable, provide one copy of the most recent show directory/exhibits guide, and a press release directed to prospective international attendees. This information should be included, where appropriate, in the shipment of multi-language brochures. Copies of any promotional advertisements, promotional videos, computer presentations, etc., also should be made available.
- (e) Develop a program to promote the show internationally and describe international marketing efforts to be made for the event for which IBP support is being sought. The program must describe how show management expects to increase individual or group international attendance. The program may include, for example, competitive travel packages; international receptions; waived or reduced admission fees for international attendees to the exhibition and/or conference; or express willingness to provide funding to posts for special promotional initiatives when such additional efforts are mutually agreed upon. Waived or reduced admission fees are required for international attendees who are members of Embassy-recruited delegations, either led by an Embassy staff member or, in the absence of a delegation leader, identified prior to arrival at the show venue as having been recruited by the Embassy. Delegation leaders must also be provided complimentary admission to the event.
- (f) For each International Business Center (IBC) (see (k) below), provide executive-level complimentary housing for at least three (3) Commerce Department staff representatives who will constitute the event staff to manage and operate the IBC. Should an additional IBC be required in the same or a separate exhibition/conference center, executive-level complimentary housing for three additional Commerce Department staff representatives will be required. Also, provide complimentary housing to any Commercial Service or State Department international staff person organizing and leading a delegation of fifteen or more members, unless alternative arrangements are mutually concluded between the Commercial Service and the Show Organizer. Whenever possible, delegation leaders should be housed in the same hotel as their delegation.
- (g) Additional complimentary housing should be provided to one or two supplemental staff leading and/or supporting delegations of 30 or more buyers.
- (h) Provide international posts with hotel information at least six months prior to the event. Coordinate hotel reservations arrangements. Coordinate with U.S. Embassies or their designated travel agent for the reservation of blocks of hotel rooms for Embassy delegations.
- (i) With guidance from the Project Officer, and using the most appropriate media for communicating with Show Exhibitors, prepare and distribute an information letter and form to collect exhibitor data on U.S. firms interested in meeting with international business visitors. The form should be sent to U.S. exhibitors approximately five months before the show to determine the exhibiting firm’s interest in exporting and their specific international marketing objectives. Information collected must include U.S.-made (see (j)(4)) products or services that the U.S. exhibitors wish to

export, international marketing objectives, geographic areas of interest to the company, along with the name of the exhibiting firm's international marketing decision-maker who will be present at the exhibition to address commercial details for the attending international buyer/distributor. U.S. exhibitors opting to respond must certify that the products and/or services they list on the form have 51% U.S. content (see (j)(4)) by signing the data collection instrument.

- (j) Using information gained from the information survey (paragraph (i) above), develop and publish an Export Interest Directory with information on export interests of U.S. Exhibitors.
- (1) For maximum service to exhibitors and international buyers, one electronic copy of the Export Interest Directory (preferable in Excel® or ASCII delimited format) should be provided to the Project Officer for distribution to all domestic offices (for pre-show exhibitor export counseling) and all posts internationally (for buyer planning) 30 days prior the show. The Show Organizer agrees to provide printed copies of the Export Interest Directory to all international attendees at the show. Computer product/exhibitor search facilities may not be substituted for the printed Export Interest Directory at the show.
 - (2) To assist international posts' promotional efforts, where possible a copy of the current list of all firms exhibiting at the event will be provided in electronic format to international posts no less than sixty (60) days prior to the show start date.
 - (3) The organizer may not charge exhibitors for inclusion in the Export Interest Directory, nor sell advertising space therein. Sponsorships may be sold to exhibitors listed in the Directory, however entries in the Directory must be uniform in size, limited to factual, non-comparative statements. Sponsors' names may appear in an area of the Directory that is separate from the listing of export-interested exhibitors.
 - (4) NOTE: In accordance with DOC policy, products and services included in the Export Interest Directory must be either: (i) produced or manufactured in the United States, or, (ii) if produced or manufactured outside of the United States, must contain at least 51 percent U.S. content and must be marketed under the name of a U.S. firm.
 - (5) In addition to a print version for distribution at the show, Export Interest Directory information should be provided to the Project Officer in one of the following formats: ASCII delimited, Microsoft Access, or Microsoft Excel. Provide the company name, contact name, contact title, address, city and state, zip code, telephone number, fax number, E-mail, Web site, products and geographical areas of interest.
- (k) Establish an International Business Center (IBC) at the show, (see IV.1.(d)), in a prominent location adjacent to the main registration area with conspicuous display of signage throughout the show to indicate its location. Signage at the IBC should prominently identify the US Department of Commerce (DOC) as operator of the facility for the Show Organizer. The IBC should consist of a lounge area, no less than three (3) conference rooms, and a business office for DOC officials. A separate registration area for international visitors (see item (o)) is strongly suggested. The Show Organizer agrees to produce said conference rooms and business office using a hard panel system (IBP recommends clear/smoked walls if possible). DOC design specifications do not allow for pipe and drape at the IBC. Although it is understood that space availability will vary

from show to show, the IBC should be a minimum of 1,600 sq. ft. in area. The project officer must be advised no later than 90 days before the event's opening date if the Show Organizer envisions a space significantly less than 1,600 sq. ft. The Show Organizer will staff the IBC with interpreters covering those major language groups deemed most likely to be in attendance at the event. The center should be equipped with at least one telephone and one additional line. Subject to mutual agreement, IBC's should be equipped with a large screen computer, a printer, and an Internet connection. A business service center (photocopying, facsimile service, typing, etc.) for attendees and exhibitors may be located within the IBC. Alternate names for the facility such as "Center for International Commerce" or "International Marketing Center" are permitted.

- (l) Provide for the Project Officer's review a proposed convention center floor layout indicating the location and dimensions of the IBC at least six (6) months prior to the event subject to IBP approval.
- (m) Provide all U.S. exhibitors with information about the IBC and DOC services prior to the show and encourage them to visit the IBC.
- (n) Include a one-page advertisement in the show directory/exhibitors guide highlighting the IBP and the IBC, and publish in the Show Daily or other affiliated industry publications, articles describing the IBP and the services provided at the IBC. The DOC may supply copy.
- (o) Establish a separate international registration area to ease the processing of all international attendees, ensure the DOC Project Officer's access to all international attendees at time of registration and to facilitate distribution of the Export Interest Directory and, if required, International Visitor Interest Cards. The international registration area should be located within the IBC or adjacent to it.

Important: The Show Organizer must provide a cashier to process all international registration and seminar fees. DOC employees are not bonded and, therefore, cannot handle currency.

- (p) Develop or provide as part of the International Business Center capability, a computer-based matchmaking system that captures the registration details of international visitors and that matches product, country, and type of business relationship data factors with exhibiting company profiles in the Export Interest Directory or overall show directory. Alternatively, the Organizer agrees to support more mechanical lead compilation and listing services through the printing and making available of international visitor/exhibitor registration cards for posting and distribution within the International Business Center.
- (q) Distribute the Export Interest Directory to all international attendees.
- (r) Make available at low or nominal charge at the conclusion of the event, the compiled information from International Visitor Interest Cards to all U.S. exhibitors indicating an interest in international business.
- (s) Within three months following the show, send the following information to all U.S. embassies: "Thank you" letter with results of the IBP event (e.g. country attendance comparisons with the previous show), information on the next show, copies of the export interest and show directories, and printout, or electronic database of the International attendees sorted by their respective

countries. A copy of the international attendee database should also be provided to the DOC Project Officer.

- (t) Upon notification of acceptance into the IBP, remit the appropriate participation fee with signed Memorandum of Understanding (MOU). This payment is non-refundable and must be received, along with a signed MOU, within 30-45 days of acceptance notification for trade shows scheduled between October 1, 2006 and September 30, 2007. For trade shows scheduled between October 1, 2007 and December 31, 2007, payments must be received no later than January 31, 2007. For this recruitment period the participation fee is \$8,000 per event except that for events requiring an additional IBC in a separate venue, the participation fee will be \$14,000.

V. CONTACTS

The contacts of each party to this agreement are:

U.S. Department of Commerce, Global Trade Programs

POC Name:

Title:

Telephone:

Fax:

E-Mail:

S A M P L E

Name of Trade Show Organizer

POC Name:

Title:

Telephone:

Fax:

E-Mail:

The parties agree that for any change regarding the information in this section, the party making the change will notify the other party in writing of such change.

VI. PERIOD OF AGREEMENT, MODIFICATION, AND OTHER PROVISIONS

This agreement will become effective when signed by both parties. The agreement will terminate on December 31, 2007, but may be amended or extended at any time by mutual written consent of the parties. ITA's participation beyond September 30, 2006 is contingent upon continued authorization for ITA to operate under the authority of MECEA.

Either party may terminate this agreement by providing 30 days written notice to the other party. In the event this agreement is terminated, each party shall be solely responsible for the payment of any expenses it has incurred. This agreement is subject to all applicable laws and regulations and the availability of appropriated funds.

Should disagreement arise on the interpretation of the provisions of this agreement, or proposed amendments and/or revisions thereto, that cannot be resolved at the operating level, the areas of disagreement shall be stated in writing by each party and presented to the other party for consideration. If agreement at the operating level is still not reached within thirty (30) days, the parties shall forward the written presentations of the disagreement to the agreement signatories or to their respective appropriate higher levels of management for resolution.

Show Organizer, Title

Date

Show Organizer, Title

Date

Show Organizer, Title

Date

Event Name

S A M P L E

Donald Businger
Director
Office of Trade Event Programs
U.S. & Foreign Commercial Service
International Trade Administration
U.S. Department of Commerce

Date